



Docket No.: UDK-0001
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Takashi Saga et al.

Application No.: 09/924,497

Confirmation No.: 2619

Filed: August 9, 2001

Art Unit: 3622

For: PRESENTATION METHOD FOR
ADVERTISEMENT INFORMATION

Examiner: J. L. Young

REQUEST FOR RECONSIDERATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the non-final Office Action dated January 11, 2005 (Paper No./Mail Date 01052005), Applicant respectfully requests that the above-identified patent application be reconsidered in view of the remarks that each of the presently pending claims be allowed, as discussed below, and that the application be passed to issue.

REMARKS

This communication is a full and timely response to the non-final Office Action dated January 11, 2005 (Paper No./Mail Date 01052005), the period for response being extended through a Request for Two-Month Extension of Time filed concurrently herewith. Claims 1, 2, 4, 5, and 7 are pending where claim 1 is independent.

Rejections Under 35 U.S.C. §103

Claims 1, 2, 4, and 7 were rejected under 35 U.S.C. §103(a) as unpatentable over *Franke*, U.S. Patent Publication No. 2001-0014865. Applicant respectfully traverses this rejection.

Claim 1 recites a presentation method for providing advertisement information stored in a server to an exhibitor via a network comprising the steps of requesting access to information